

### IN THE CLAIMS

Please amend the claims as follows:

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1-7. (Cancelled)

8. (Currently Amended) A method for providing a search query, comprising:

providing an Application Programming Interface (API) for receiving a search constraint and a control field identifier; and

providing a search generating module interfaced to the API for automatically generating a search query from the search constraint and the control field identifier, wherein the search constraint defines an operand and an operator for the search query being generated and wherein a control field defines a field of a data store from which the search query is to be executed against and the control field is separate and apart from the search constraint and further used by a new search in performing a searching join or merge operation, and wherein the search query is automatically generated as a the new search;

wherein when the search query is executed records from the data store are returned representing data store records that satisfy the search constraint and have identical values for the control field identifier for each customer identification value.

9. (Original) The method of claim 8 further comprising providing a command option within the API to manually execute the search query.

10. (Original) The method of claim 9 further comprising presenting the records when the command option is selected.

11. (Original) The method of claim 8 wherein the providing of the search generating module further includes interfacing the API to the search generating module over a network.

12. (Original) The method of claim 8 wherein the providing the API further includes interfacing the API to one or more automated applications.
13. (Original) The method of claim 8 further comprising interfacing the records automatically after the search query is executed to a marketing campaign module.
14. (Original) The method of claim 8 further comprising generating hierarchies from portions of the records when the search query is executed, wherein each hierarchy represents an aspect of the search constraint.
15. (Currently Amended) A computer implemented search query generation system, comprising:
- a search query interface implemented in a computer-readable medium; and
  - a search generating module implemented in a computer-readable medium;
- wherein the search query interface is operable to receive a search constraint and a control field identifier, and wherein the search generating module generates a search query by using the search constraint and control field identifier to return records of a data store that satisfy the search constraint and have identical values for the control field identifier when associated with a same customer identification value, and wherein the search constraint defines a search operand and a search operator and the control field identifier ~~search constraint~~ defines a field of the data store against which the search query is executed and the control field is separate and apart from the search constraint and further used by a new search in performing a searching join or merge operation, and wherein the search query is automatically generated as the ~~a~~ new search.
16. (Original) The search query generation system of claim 15 wherein the search query interface includes a Graphical User Interface (GUI) application for receiving the search constraint and the control field identifier and an Application Programming Interface (API) that interfaces the GUI application to the search generating module.

17. (Original) The search query generation system of claim 15 wherein the search generating module automatically executes the search query and presents the records to the search query interface.

18. (Original) The search query generation system of claim 15 wherein the search generating module executes the search query and presents the records to the search query interface when instructed to do so by the search query interface.

19. (Original) The search query generation system of claim 18 wherein the search query interface assembles and links the records after the search query is executed into logically related hierarchies and presents the hierarchies within the search query interface.

20. (Original) The search query generation system of claim 19 wherein the hierarchies are linked to fields in the data store and can be activated from the search query interface to present different views of the hierarchies.

21. (Currently Amended) A computer-implemented search query generation system comprising:  
a data store implemented in a computer-readable medium; and  
a search generating module implemented in a computer-readable medium that generates a search query;

wherein the search generating module uses a search constraint and a control field identifier to construct the search query, and the search query when executed returns records from the data store that satisfy the search constraint and have identical values for the control field identifier for a same customer identification value, and wherein the search constraint defines at least a search operator and a search operand and the control field identifier defines a field in the data store against which the search query is to be executed and the control field is separate and apart from the search constraint and further used by a new search in performing a searching join or merge operation, and wherein the search query is automatically generated as the a new search.

22. (Original) The search query generation system of claim 21 wherein the system is interfaced to a customer segmentation module.
23. (Original) The search query generation system of claim 21 wherein the system is used to generate a travel customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint and wherein the control filed identifier is a trip identifier.
24. (Original) The search query generation system of claim 23 wherein the marketing campaign's search constraint includes at least one of a hotel stay constraint, a rental car constraint, a destination constraint, and a layover constraint.